



WDAF
3030 Summit St.
Signal Hill
Kansas City, MO 64108
Main: (816)753-4567
Billing:

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
565919-1	08/09/12	August 2012	07/30/12 - 08/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Billing Address:

Media Placement Technologies
Attention: Accounts Payable
500 N Washington St
Suite 303
Alexandria, VA 22314

Advertiser	Product	Estimate Number
Now or Never PAC	NDW OR NEVER PAC	

Flight Dates	Order #	Alt Order #
08/03/12 - 08/07/12	565919	09782358

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

WDAF
3600 Solutions Center
Chicago, IL 60677-3006

IDB #	Advertiser Code	Product Code
	6087	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/06/12	08/06/12	530-6p	530-6p	M-----	:30	2	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 M----- 2 \$550.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 08/06/12 5:28 PM 530-6p 530-6p :30 DMNONPACMO1201 \$550.00 NM									
2 4 M 08/06/12 5:36 PM 530-6p 530-6p :30 DMNONPACMO1202 \$550.00 NM									
2	08/06/12	08/06/12	5-530p	5-530p	M-----	:30	2	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 M----- 2 \$550.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 08/06/12 5:08 PM 5-530p 5-530p :30 DMNONPACMO1201 \$550.00 NM									
2 4 M 08/06/12 5:14 PM 5-530p 5-530p :30 DMNONPACMO1202 \$550.00 NM									
3	08/06/12	08/06/12	930-10p	930-10p	M-----	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 M----- 1 \$825.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 08/06/12 9:55 PM 930-10p 930-10p :30 DMNONPACMO1202 \$825.00 NM									
4	08/06/12	08/06/12	M-F 10-1030p	10-1030p	M-----	:30	2	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 M----- 2 \$825.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 08/06/12 10:09 PM M-F 10-1030p 10-1030p :30 DMNONPACMO1201 \$825.00 NM									
2 4 M 08/06/12 10:29 PM M-F 10-1030p 10-1030p :30 DMNONPACMO1202 \$825.00 NM									
5	08/06/12	08/06/12	M-F 1030-1102p	1030-1102p	M-----	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 M----- 2 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4 M 08/06/12 10:43 PM M-F 1030-1102p 1030-1102p :30 DMNONPACMO1201 \$500.00 NM									
1 4 M 08/06/12 10:59 PM M-F 1030-1102p 1030-1102p :30 DMNONPACMO1202 \$500.00 NM									

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Advertiser	Product	Estimate Number
Now or Never PAC	NOW OR NEVER PAC	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																				
6	08/06/12	08/06/12	9-930p	9-930p	M-----	:30	1	\$825.00	NM																				
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>08/06/12</td><td>08/12/12</td><td>M-----</td><td>1</td><td>\$825.00</td><td colspan="4"></td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						08/06/12	08/12/12	M-----	1	\$825.00				
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																								
	08/06/12	08/12/12	M-----	1	\$825.00																								
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1	4	M	08/06/12	9:23 PM	9-930p	9-930p	:30	DMNONPACMO1201	\$825.00 NM																				

<u>Total Spots</u>	10	<u>Gross Total</u>	\$6,500.00
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Payment Terms 30 Days

<u>Agency Commission</u>	\$976.00
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<u>Net Amount Due</u>	\$5,525.00
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